



Michigan: 2005





Video

VIDEO CLIP



Project Goals

Build a strong state coalition

Work with 11 pilot schools to complete action plans

Develop communication materials to inform/motivate

Collect and analyze parent and student survey data

Create user-friendly materials and procedures



Keys to Success

Get attention of state and local champions

Build team

Collect information

Assess “environment”

Plan realistically

Celebrate successes – and keep going!



Handbook

1. Walk to School Day
2. SR2S Team Building
3. Attitudes and Behaviors
4. Safe Routes
5. Making Change
6. A-Z Appendices, DVD, CD, marketing materials





More information:

www.saferoutesmichigan.org

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